



## Package

Advertiser: Ellen Light for Bluefield City Board  
 Agency:  
 Buyer: Ellen Light  
 Length(s): :30  
 Proposal #: 1232102  
 Market [Rank]: BLUEFIELD-BECKLEY-OAK HILL [159]  
 Books: Feb-17/May-16BLUEFIELD-BECKLEY-OAK HILL  
 Flight Dates: 06/01/17 - 06/06/17  
 Note: Rates good for 14 days. Terms/Balance due net 30.

**Station Contact:**  
 Name: Charity Holman  
 Phone: (304) 324-0661  
 Fax:  
 Email: cholman@wvva.com

WVVA Television, Inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity.

Program DP Days Time	Rate Weeks	Jun Jun 1 5	Cost Spots	P18+ RTG CPP			
<b>WVVA</b>							
<b>WVVA EARLY TODAY</b>	<b>\$25</b>	<b>2 2</b>	<b>\$100</b>	<b>0.9</b>			
M M-F 5:00A- 6:00A	2		4	\$27.78			
<b>WVVA TODAY</b>	<b>\$110</b>	<b>2 2</b>	<b>\$440</b>	<b>5.3</b>			
M M-F 6:00A- 7:00A	2		4	\$20.75			
<b>Today Show</b>	<b>\$95</b>	<b>2 2</b>	<b>\$380</b>	<b>6.3</b>			
M M-F 7:00A- 8:00A	2		4	\$15.08			
<b>Today Show</b>	<b>\$85</b>	<b>2 2</b>	<b>\$340</b>	<b>5.7</b>			
M M-F 8:00A- 9:00A	2		4	\$14.91			
<b>WVVA @ 6</b>	<b>\$275</b>	<b>2 1</b>	<b>\$825</b>	<b>11.9</b>			
R M-F 6:00P- 6:30P	2		3	\$23.11			
<i>Program Comments: #1 newscast in the market!</i>							
<b>WVVA @ 11</b>	<b>\$175</b>	<b>2 1</b>	<b>\$525</b>	<b>6.4</b>			
T M-F 11:00P-11:35P	2		3	\$27.34			

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
P18+R	22	\$2,610	127.70	\$20.44	44.34	2.88	105,645	238,281

Agency Commission:	Comm. %	Total	Net Cost
	15%	\$391.50	\$2,218.50

Dayparts: R - EARLY NEWS; T - LATE NEWS; M - MORNING

+ 200.00 Production  
 \$2,418.50

Client Signature:

*Ellen Light*

Date: